



# Greatness Program

## **What is the Greatness Program?**

*A plan being developed by the OTDB and the OTDB Economic Restructuring Committee with guidance from stakeholders designed to:*

*Continue the growth towards City Council's vision of a vibrant revitalized downtown.*

*Build good will amongst all businesses in Old Town, particularly those that do not feel they directly benefit from Old Town Events and Promotions.*

*Reward the businesses in Old Town that have already proven to be "Great" and are the models for success in Old Town. And, use these businesses as examples, and mentors for businesses that are struggling to become "Great".*

*Build cross-promotion opportunities with Old Town, individual businesses and event promotion in conjunction with the Greatness Program Promotion to increase targets for potential visits to Old Town.*

*Increase business participation in events and promotions and increase hours of operation for businesses in Old Town.*

## **Who can participate?**

*Any Business in Old Town.*

## **What is the benefit of participation?**

*Well planned strategic media promotion featuring participating businesses in various media outlets.*

## **Who establishes the guidelines for participation?**

*A committee consisting of interested stakeholders from retail, dining, professional, attraction and service businesses and members of the OTDB Economic Restructuring Committee.*

## **Who will plan and execute the promotion campaign?**

*OTDB Promotions Committee, Old Town Staff and Existing Contracted Promotion Company.*

## **How will the promotion campaign be funded?**

*City Council approved \$20,000 based on the estimated Gross Profit from the year's events to establish the "Greatness Program" and fund it for the year.*

## **Will this be a one year plan?**

*If City Council decides that this is a beneficial program, The Old Town Development Board would like to ask City Council to consider using these funds to annually fund the "Greatness Program".*

*Questions, comments or to get involved with this program email [OTW@WinchesterVA.gov](mailto:OTW@WinchesterVA.gov).*